

Environmental spy



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STAR WEEKLY

TORONTO
MARCH 16, 1940

10
CENTS



COLLEEN

NAVY LEAGUE MAY ORGANIZE TORONTO GIRLS' CORPS.



CANADA'S NAVY AND MERCHANT MARINE men find life more comfortable these days because of comforts business girls have sent through the war service branch of the Navy League of Canada. Toronto women volunteers are considering forming a sea cadet corps of their own under the committee women who

now direct their work for the sailors. Fronted by a model of Sir Francis Drake's Golden Hind, the group above includes left to right, front row: Nancy Spragge, Bea Taylor, Mrs. M. Blackstock, Grace Headley and Elizabeth Butler. Back row: Win Sloan, Mrs. J. C. Mackay, committee secretary, and Ruth Grant



BEA TAYLOR and Ruth Grant try sailor knots at the Navy league headquarters in Toronto. Mrs. R. C. Matthews is admiral of this girls' branch of the league



THIS VOLUNTEER HELPER poses like a true sea cadet. Last Christmas the girls assembled 1,800 ditty bags, weighing on average of eight pounds each, containing complete woollen outfit, tobacco, candy, books



THE GIRLS HELP PACK BAGS at the headquarters, often enclose a personal note and get answers from Canadian sailors all over the world. Above: They examine headquarters' model sub-chaser



WHEN THE RAINS COME—



—it's perfect weather for this good soup!

ON days when the wind blows sharp, and the rain pours down, remember Campbell's Vegetable Soup. It's welcome any time but, on dreary days, steaming platefuls of it beckon with extra brightness. And as you enjoy the delicious spoonfuls, you are warmed and comforted—and well nourished, too!

Youngsters are especially fond of Campbell's Vegetable Soup. And when they come in chilled and wet, it's a good idea to have a simmering potful ready for them. Watch how eagerly they go for it!

There are fifteen different vegetables in Campbell's Vegetable Soup—vegetables that grew to luscious perfection in sun-bathed Canadian gardens. Fine government-inspected prime beef is skillfully simmered to make a full-flavored and invigorating beef stock. Blended and cooked with all the care you would use at home, Campbell's Vegetable Soup is almost a meal in itself—a wholesome, substantial dish packed with good eating.

STORM WARNING: More rainy days ahead! Be sure you have a supply of Campbell's Vegetable Soup ready at hand. Then, without even stepping out of your house, you will be prepared to give your family a dish to cheer them, a dish that's downright good for them. Enjoy Campbell's Vegetable Soup regularly.

MADE IN CANADA BY THE CAMPBELL SOUP COMPANY LTD, NEW TORONTO, ONTARIO



A SATISFYING MENU—
RAIN OR SHINE

Campbell's Vegetable Soup
Macaroni and Cheese Casserole
Jellied Fruit Salad
Graham Muffins
Hot Cocoa

LOOK FOR THE RED-AND-WHITE LABEL

Campbell's Vegetable Soup

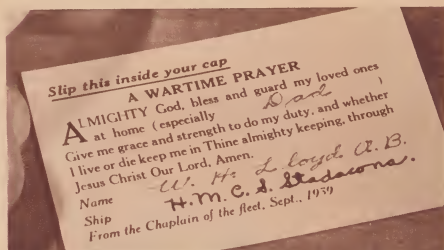
'CANADA AT WAR' FILM BANNED FROM ONTARIO



BANNED FROM ONTARIO BY PREMIER HEPBURN was the March of Time, newsreel film from which scenes on this page are taken. Premier Hepburn labelled such familiar scenes (above left) of public utility guards "misleading" to Ontario audiences. "Al-



THE FILM is picture of nation's resources thrown into war struggle. Top, Gen. T. V. Anderson; below, sailor's prayer



though 'Canada At War' apparently can be shown everywhere throughout the world, except in Russia, Nazi Germany and the Province of Ontario, the film was prepared for world-wide exhibition," said Louis de Rochemont, producer of the March of Time



THE FEATURE SHOWS the part each branch of Canada's military services is playing in the war—army, navy and air force—in realizing the common aim for victory and lasting peace



IT SHOWS THE R.C.A.F., and its swift growth. The film is not propaganda, said de Rochemont, and was made especially for U.S. audiences. Films are current 30 or 40 weeks after release

PARK IS A LASTING MEMORIAL TO LORD TWEEDSMUIR



TWEEDSMUIR PROVINCIAL PARK is a 3,500,000-acre playground in British Columbia named in honor of the late governor-general when he visited the coast on his 1937 tour. Southeast of Prince Rupert, it is North America's largest



HUNTING AND FISHING are allowed in season and game like moose, caribou, mountain goat and bear are so tame they stand and look at humans. One recent visitor saw a grizzly with cubs rout a black bear



MYSTERY FALLS in the park fall 830 feet, are so called because no other name was known until 1938 when they were named Hunlen Falls after Indian chief who, 130 years ago, trapped in area. First white man to see them was Trapper George Turner 32 years ago

"SWING YOUR PARTNER AND FOLLOW THE CALLER"



STEEPED IN TRADITION are the steps and figures of the old-time dances of rural Canada, unchanged from generation to generation of country folks. To the lively scrape of a fiddle and the chant

of a caller these Unionville, Ont., people had a grand evening of square and barn dancing to raise funds for the Red Cross. Modern waltzes and fox-trots alternated with the old dances



"AIMIN' TO SHAKE YOURSELF?" asked Delos Harrington of The Star Weekly photographer. He is dancing with Mrs. Robert Cunningham in a step that was old when they were young



YOUNG FOLK like the old-time square dances, too. Here "Toots" Baker and Floyd Pratt dance a Varsoviana (pronounced Susiana). There is considerable partner changing and solo dancing

TORONTO BIRD MAN HONORED



HUGH M. HALLIDAY, Toronto wild life photographer, took this photo of himself. He had 12 seconds after setting his camera at "time" to climb the tree and pose. He started his hobby 30 years ago with a box camera, now has three high-priced ones plus many accessories. At work, Halliday sets up his camera, runs a 50-foot string from the trigger, often lies in wait for four hours to take six or seven bird pictures



DIFFICULTY IN THIS PHOTO was to make Saw Whet Owl open its eyes without scaring it. "In bird photography comb one spot. Don't hop around," says Halliday



THE BOSTON INTERNATIONAL SALON of Nature Photography hung the three bird pictures shown here. Last year the Canadian National Exhibition hung five. Halliday has taken about 3,000 bird photographs



THESE YOUNG BIRDS were posed when they were just learning to fly. By remote control Mr. Halliday snapped this photo of papa supplying the bacon

ONTARIO LUMBERJACKS MEET DEMANDS OF WAR



VETERAN OF THE WORK FRONT is this grizzled old-timer, standing in front of a newly felled giant of white pine



TRACTORS REPLACE HORSES on heavy loads at Smith's lumber camp in Temagami. Lack of snow delayed operations this year

IF WAR SPREADS IN SCANDINAVIA, chief source of lumber for the Allies, something of a boom is likely to develop in the cutting of Ontario timber, at which over 23,000 men are now employed. A growing demand is felt for yellow birch, used in special airplane plywood, rock-elm, a tough hardwood for the navy, and white pine for die-patterns for use in munitions manufacture



AUTOMOBILES SEEM OUT OF PLACE in a picture like this which shows the log shanties at camp headquarters. Note the yoke used to carry the water pails



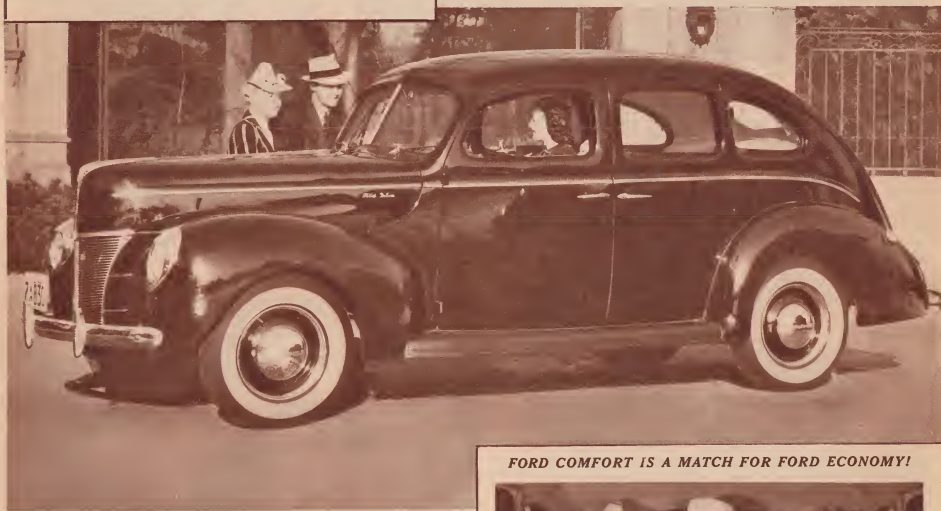
COME TO THE COOKHOUSE DOOR! Lumberjacks are usually well-fed, and are served all they can eat

LOW-PRICED "EIGHT" TOPS "SIXES" FOR ECONOMY!



● 306.5 MILES through sleet and rain, across mountain ranges — yet this Ford V-8 averaged 29.88 miles per Imperial gallon in the gruelling 1940 Gilmore-Yosemite Economy Run! Even timid deer came out of hiding to offer congratulations!

Ford V-8 Averages 29.88 Miles Per Imperial Gallon in 1940 Gilmore-Yosemite Economy Classic—Better than any six-cylinder car (or other eight) without overdrive!



IF YOU want outstanding performance in a low-priced car, you want an 8-cylinder car! And the Ford gives you not only a V-type 8-cylinder engine that's a winner for economy — but 8-cylinder quality throughout! For roomy comfort, level ride and all-around economy, choose the Ford V-8. It's your kind of car!

FORD COMFORT IS A MATCH FOR FORD ECONOMY!



● Try the new Ford ride! Six big people ride comfortably on new "Floating-Edge" Seat Cushions. Torsion-bar Ride Stabilizer keeps body level on curves. And for even greater riding comfort, all Ford cars are now equipped with four special heavy-duty shock absorbers, which provide 25% greater capacity!

FORD V-8

SOLDIER, CHAPLAIN, TALL MAN, BRAVE GIRL, MAKE NEWS



MAJOR - GENERAL Andrew McNaughton chats, above, with one of the Canadian ex-servicemen in Britain who gave members of the C.A.S.F. a rousing welcome to the old land. Right: Rev. Major T. J. McCarthy, overseas chaplain-general with first division, with the Princess Pats last war



THE WORLD'S TALLEST MAN, Robert Wadlow, of Alton, Ill., celebrated his 22nd birthday recently. The young giant is 8 feet 9½ inches tall, weighs close to 500 pounds, takes size 37 shoes, and is still growing. Rest of his family are normal



THEIR HONEYMOON OVER, Mr. and Mrs. James Steward have started housekeeping in their Hackensack, N.J., apartment. Mrs. Steward, former beauty who lost both legs in a train accident, now operates a beauty parlor, refuses to permit her disability to interfere with her freedom

Now more than ever—
you'll want **Frigidaire**



NEW design
NEW convenience features
NEW low prices*

Frigidaire—the greatest name in refrigeration—shines with more brilliance than ever as the big, beautiful bargain of the year!

Your Frigidaire dealer has the **PROOF** of this greater value. Ask him to show you how the new 1940 Frigidaire keeps food safer and freezes ice faster at the lowest current cost in Frigidaire history. Get a look at the dozens of features that bring food-convenience to its highest level. Look inside the mechanism and cabinet walls for the story of sturdy, long-lasting durability and silent efficiency. See how Frigidaire includes its greatest deluxe features in *even the lower-priced models*.

The **PROOF** awaits you—step in and get it! *But don't be fooled!* If a refrigerator does not bear the "FRIGIDAIRE" nameplate, it is not a FRIGIDAIRE and will not offer the advantages set forth in this advertisement. FRIGIDAIRE is the name and trade-mark of the refrigerator manufactured by the Frigidaire Division of General Motors . . . Be sure the store you go to handles FRIGIDAIRE, made only by General Motors.

FRIGIDAIRE DIVISION

General Motors Sales Corporation, Leaside, Ontario

Complete New 1940 Series of FRIGIDAIRE COLD-WALL MODELS

The greatest refrigeration advance in 25 years—Frigidaire's Cold-Wall Principle, already proven by thousands of enthusiastic users—is available in a complete new series of 1940 Frigidaire models. Only Frigidaire has this new principle, which *cools through the walls*, saves precious vitamins in foods—preserves the freshness, flavour and colour days longer. *And you don't even have to cover food!* Ask your Frigidaire dealer for a Cold-Wall demonstration.

See also the 1940 Frigidaire Electric Range. It's extra fast! Extra sure! Extra thrifty! Brings new simplicity to cooking.

See Why FRIGIDAIRE IS a BETTER BUY!



Double-Easy Quickcube Trays come loose and cubes pop out instantly. No hacking, no melting under faucet. No "pail-ets" to lose or misplace. Greatest ice convenience ever offered in Frigidaire.



Glass-Topped Food Hydrator guards freshness of fruits, vegetables, perishables so amazingly you actually see dewy moisture on the glass covers. Preserves colour, flavour, for days longer.



New Stainless Chromium Shelves dramatize the beauty of every Frigidaire interior with bright, mirror-smooth luster. Rustless and sanitary. Stay new and bright for years. . . can be cleaned in a jiffy.



Extra-Large Meat Tender slides out like a drawer. Saves food dollars every month by perfectly protecting all kinds of meat and fowl. Also usable for storing 100% extra supply of ice cubes.



One-Piece Steel Cabinet built to last a generation, seals in the insulation and prevents "water-logging" that destroys cold-keeping efficiency. Easiest of all refrigerator cabinets to keep spotlessly clean.



Meter-Mixer . . . simplest cold-making mechanism ever built. Self-oiling, self-cooling. No complicated parts to wear out or service. Silent, efficient—uses less electric current than ever before.

***BIG, ROOMY 6 CU. FT. FAMILY-SIZE MODEL AT THE LOWEST PRICE IN FRIGIDAIRE HISTORY!**

Has all these extra-value features:

6 Cubic Foot Storage Capacity • 1-Piece All-Steel Cabinet • Automatic Interior Light • Famous Meter-Mixer Mechanism • Open-Shut Freezer Door • Uni-Matic Cold Control • Automatic Reset Defroster • Touch-Latch Door Opener • Frozen Storage Compartment • Cold-Storage Tray • 4 Big Ice Trays • Stainless Porcelain in Food Compartment • Satin-Smooth Dulux Exterior • Automobile-type Hinges • Chromium Shelves • 5-Year Protection Plan Against Service Expense . . . Exclusive F-114 Refrigerant.

Buy the Favourite
Buy Frigidaire



THE QUEEN STILL WEARS HER MAPLE LEAF EMBLEM



IN A FAMILIAR POSE the King and Queen are seen here on their west country visit, inspecting a Beaufort aircraft at Bristol. Their majesties celebrate their 17th wedding anniversary on April 26



THE SMILING QUEEN chats with modern women workers who are engaged in fabric covering of aircraft at the Gloster factory, while his majesty is an interested listener



MERCANTILE MARINE MASTERS who happened to be in port lined up at a dock on the west coast for inspection by their majesties and it was evidently quite an enjoyable meeting. The Queen's fondness for Canada is signaled by the Maple Leaf she is wearing conspicuously on the brim of her hat

Miss Wearwell
SILK (crepe) HOSIERY
SHEER and LONG LIFE

A pure silk crepe hose, seamless foot, sure-fitting crepe and lovely. Long wearing crepe makes them particularly suitable for shopping and outdoors, and especially for afternoon at the store and about the house. At cost and ... from only a few in price.

Wearwell
MADE IN ENGLAND

MANUFACTURED BY
CLINTON KNITTING CO. LTD.
CLINTON, ONTARIO

FLOWERING SHAUBS
SHADE TREES • EVERGREENS

325 CHOICE VARIETIES
McConnell Nursery methods ensure that each plant is shipped in hardy, vigorous, acclimated and well-rooted. This explains our reputation for growing list of satisfied customers. 240 Free 54-Page Catalogue

McCONNELL NURSERY CO.
Port Huron, Ont. Established 1912

Of 22 Quality features found in High-Priced cars

PLYMOUTH HAS 21

CAR NO. 2 HAS 11—CAR NO. 3 HAS 8

- 1 Go to your nearest Chrysler-Plymouth-Fargo dealer's Showrooms and see the 1940 QUALITY CHART! It shows how the low-priced Plymouth compares in quality features with the high-priced cars! Learn what these "extra" quality features mean in longer life, added safety, greater economy and bigger VALUE!
- 2 Then take the "Luxury Ride" in the big 1940 Plymouth! Learn from first-hand experience what famous Chrysler Engineers have done to give you more room . . . more luxurious riding comfort . . . easier handling and steering . . . sparkling performance . . . and greater safety for you and your family!

1. SEE THE QUALITY CHART FOR FACTS...

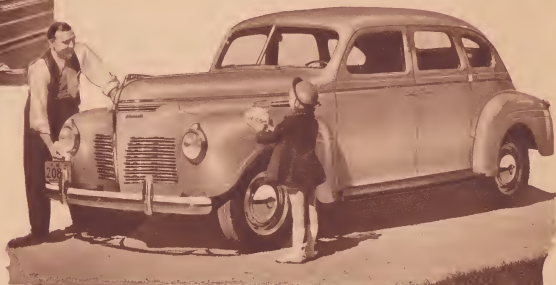
2. TAKE THE LUXURY RIDE FOR PROOF



NEW EASY WAY SHOWS YOU HOW TO GET THE BEST VALUE

THE 1940 PLYMOUTH sets a new high in low-priced car value. Its advantages in size, comfort and value are switching car buyers over the country to Plymouth. This year, there are 22 important features high-priced cars have in common. Of "All Three" low-priced cars only Plymouth gives you a majority of these features!

You see comparative values revealed at a glance on the 1940 Quality Chart . . . and by taking Plymouth's great "Luxury Ride" you find out what these value facts can mean to your enjoyment. Choose your new car this easy "One-Two" way. See your Chrysler-Plymouth-Fargo dealer. Remember, this big Plymouth is remarkably easy to buy!



CHECK AND COMPARE PLYMOUTH'S LOW, LOCAL DELIVERED PRICE!

PLYMOUTH ENGINEERED AND BUILT BY CHRYSLER

THE BLIND TAKE PICTURES!



THERE ARE FEW THINGS the blind cannot learn to do nowadays. Specially constructed equipment, including switchboards, shorthand and other machines are used in schools for blind and by Canadian National Institute for Blind to train these handicapped citizens for full and useful lives. Blind persons have become radio operators, mechanics, proficient in handicrafts. Photography is still a rare art amongst Canada's blind population but it's on curriculum at N.Y. Institute for Education of Blind where these pictures were taken. Girl (above) carefully focusses camera to take picture she can never see. Snapshot of blind pupils at play (below) made by classmate



Alluringly Smart!

These beautifully made garments give you a slim appearance with the firm, smooth lines that today's fashion demands. At all smart shops—all sizes, various prices

NuBack
A TRY-ON IS WORTH A THOUSAND WORDS

CANNOT "RIDE-UP"
A and B show the patented telescopic back that lengthens and shortens from two to three inches, giving complete figure control with perfect freedom and comfort

DOMINION CORSET COMPANY LIMITED • QUEBEC, P. Q.

For Teeth That Glisten

100% CLEANSING PROPERTIES
NO ACID
NO GRIT
NO PUMICE
Outlasts
Tooth Paste 2 to 1

DR. LYON'S TOOTH POWDER

Do as your dentist does
when he cleans your teeth—USE POWDER

It is only the powder part of any dentifrice that really cleans. So a dentifrice that is *all powder* just naturally cleans best. Dr. Lyon's Tooth Powder is *all powder*—100% cleansing properties, more than twice the cleansing properties of tooth pastes.

For over 70 years, dentists have prescribed Dr. Lyon's Tooth Powder—because teeth simply cannot remain dull, dingy and film-coated when it is used. Free from all acids, grit and pumice, Dr. Lyon's cleans off stains, polishes teeth in a harmless and practical way—leaves them sparkling, feeling cleaner—your breath sweetened and mouth refreshed.

Dr. Lyon's Tooth Powder is a special dental powder developed

for home use by a distinguished practising dentist. Brush your teeth with it regularly, consult your dentist periodically, eat as you should—and you will be doing *all* that you can possibly do to protect your teeth. As a neutralizer in acid mouth conditions, Dr. Lyon's is just as effective as Milk of Magnesia.

Dr. Lyon's is not only doubly efficient, but more economical to use. Even a small package lasts twice as long as a tube of tooth paste.

DR. LYON'S
TOOTH POWDER

AT TORONTO CANTEEN CLUB



CANTEEN CLUB in Toronto is run by the Citizens' committee. It opened on November 11 "for the duration." About 90 business and society girls voluntarily give their services in the canteen work. "Pat" Watson and Irwin Buck, R.C.A.F., get acquainted by way of her identification tag



THERE'S LOTS OF FUN at the Canteen club where dancing ranks "tops" and the soldiers entertain their delightful partners

YOU NEED NIVEA



to protect
your baby from
these 4 enemies!

Friction, Moisture, Acid Perspiration and Excessive Dryness from frequent washing are four of baby's nastiest enemies. They are the common cause of skin irritation. But you can protect your baby and keep his skin soft with NIVEA Skin Oil. NIVEA contains Eucerin—an exclusive ingredient that is almost exactly the same as natural skin nourishment. Protect your baby's health and comfort with NIVEA Skin Oil.



'LOWERED on a long rope down the mine shaft I was engaged in dislodging with dynamite a 'hang-up' of ore,' writes W. H. Montgomery, miner, of Stewart, B.C. 'I was about to lay the explosive when the ground underneath me suddenly collapsed. Immediately, hundreds of tons of broken ore tore loose, roaring and thundering about my ears, and carrying me down about 90 feet to leave me buried to the neck.'



'Miraculously the sack of dynamite did not explode, but the avalanche laid me out with temporary concussion. When I revived I was in blackness and my lamp had disappeared. Fortunately I was carrying an "Eveready" flashlight and although suffering great pain, I shouted continuously and feebly moved the light to and fro.'



'Finally help arrived and I was rescued, although not one among my comrades had expected to find me alive. You can imagine how I shall always treasure that faithful flashlight and how eternally thankful I am to these "Eveready" fresh dated batteries which helped to rescue me from my desperate situation'.



● Canadians buy more "Eveready" flashlight batteries than all other brands combined. Why? Because experience has proven that these fresh, dated batteries last longer—give more power for more months! It is extravagant to buy a shelf-stale battery—save money by always insisting on "Eveready" fresh, dated batteries.

A timely gift for soldiers or friends overseas!



LOOK FOR THE DATE LINE
EVEREADY
TRADE-MARK

FLASHLIGHTS &
FRESH DATED BATTERIES

SPRING COMES EARLY



AT 1:24 P.M., MARCH 20, spring officially begins, although March 21 is generally credited with its advent. The Toronto meteorological office explains early arrival is due to leap year when time catches up the hours lost in last three years to make up quota of 365 1/4 days. Nature, however, has little regard for dates and in the animal world where spring is mating season, "spring lambs" have arrived in England (above) ahead of schedule and zoo lions (right) make love behind bars



THE MATING INSTINCT in horses is strongest in spring. Most birds mate only during the spring season. In Toronto, the coming of spring has brought snow storms in four of the past six years



SPEED LIMIT... 5 M. P. H.

• In Bermuda, people like to take life as they find it... and they find it delightfully peaceful in this little corner of the British Empire.

Here, in a land with a flair for flowers and a soothing climate the year round, serenity prevails no matter what the outside world is doing. No fumes or factory smoke assault the cedar-scented air. No nervous crowds run noisily about. There is a pleasing absence of motor horns. The only traffic sounds you'll hear in Bermuda are the clip-clop of carriage horses and the tiny trill of bicycle bells. . . . The

blasts and flurries of Canadian winter are a world away.

Wouldn't you like to visit such a charming spot, to trade the same old street for a quiet coral road hedged with hibiscus and oleander? . . . Take heart! This semi-tropic paradise lies surprisingly close at hand.

A SHORT, SAFE TRIP BY SEA OR BY AIR

Sailings, from New York, under the American flag, by United States Lines' S.S. *President Roosevelt*. Southbound: March 23, 28, April 1. Northbound: March 30, April 3. Four roundtrip flights per week by Pan American clipper ships. No passports or visas needed. Favourable exchange rate.

Bermuda
PLEASURE ISLAND

SEE YOUR TRAVEL AGENT. His experience and advice will be of value. He will gladly help with plans, reservations and tickets, and his services cost you nothing. For booklet, see him, or communicate with The Bermuda Trade Development Board, Victory Bldg., Toronto; or Sun Life Bldg., Montreal.



AIRCRAFT ARE NOW IMPORTANT as auxiliaries to Britain's navy. In the recent Altmark hellship episode planes swooped low, identified the enemy ship and sent the tip-off which brought de-

stroyers buzzing. Aircraft carriers like H.M.S. Eagle (above) are engaged in vital convoy work in which their planes keep constant watch over ships and keep in radio communication with destroyers

IRIUM brings dazzling white beauty to Dull Dingy Teeth

OF ALL TOOTH PASTES AND POWDERS

**ONLY PEPSODENT
CONTAINS IRIUM**

● If you want your teeth to sparkle and gleam with all their full natural radiance . . . insist on IRIUM.

You see, the *form* of dentifrice you select doesn't make the big difference. It's what's *in* it that does the work. That's why Pepsodent should be *your* choice. Because only Pepsodent Tooth Paste and Powder give you the *Plus Value* of IRIUM.

See how IRIUM, the sensational,

patented, *more effective* ingredient in Pepsodent flashes into *safe* action. Ugly surface stains disappear from teeth—*safely*—in short order. Your reward will be the "Come-Closer" Smile you've always wanted.

Pepsodent contains No Grit, No Pumice, No Bleach . . . *Proved Safe* for *Tooth Enamel!*



**BOTH PROVED SAFE
FOR TOOTH ENAMEL**

BOTH CONTAIN IRIUM
KNOWN TO THE DENTAL PROFESSION AS
PURIFIED ALKYL SULFATE



PRINCESS PAT VISITS "HER BOYS"



H.R.H. PRINCESS PATRICIA inspected the Canadian regiment which bears her name and of which she is colonel-in-chief, in England recently. Her father, the Duke of Connaught, was Canada's governor-general during the last war. Winnipeg is home of this famous great war regiment



CANADA'S THIRD contingent was greeted at a British port by a young admiral who distributed candies to the disembarking soldiers

New Beauty FOR YOUR GARDEN



Lovely NEW CREATIONS IN WINCO ROSES

You would hardly believe that some could be so exquisite beautiful as the lovely Winco creations. Each has been bred into it some distinctive improvement in color, perfume, vigor or hardiness. Such roses in your garden will always be a source of pride and pleasure. Send for color brochure today

WINCO NURSERY CO., WINNIPEG, ONT.

Please send me brochure showing new rose creations in natural colors ☐

Also "How to grow Roses" — authoritative cultural information to make it easy ☐

NAME _____

ADDRESS _____

SEND TO: SENDMEN NURSERYMEN FLORISTS & DEALERS



Swing into Action WITH THE ONLY PEN OF ITS KIND IN THE WORLD



Pens marked with



are Guaranteed for Life

EVEN to one who is used to thrills there's still another in the way the Parker Vacumatic speeds across paper. Efficient and dependable as a pilot's own instruments, it smooths the way for quick, decisive thought. It is the only pen of its kind in the world!

For here is an utterly different and basically better filling principle—a simple Diaphragm, sealed in the top. This abolishes the rubber ink sac and other old-time parts inside the barrel... makes room for nearly twice as much ink.

The full Television Ink Supply lets you SEE the ink level at all

times... SEE when to refill before it runs dry. The 14K Gold Point, tipped with costly Osmiridium, is silken-smooth... a *flawless* writer.

Go to the nearest pen retailer and try this streamlined beauty. It's styled in circles of luminous, laminated Pearl, yet built to stand up to the most rigorous service... Whether for use in the "Services" or in civilian life it's the pen for winners. Pens with the BLUE DIAMOND mark on the ARROW Clip are Guaranteed for Life. The Parker Fountain Pen Co., Limited, Toronto.

Parker
VACUMATIC

◆ Pens marked with the Blue Diamond are guaranteed for the life of the owner against everything except loss or intentional damage, subject only to a charge of 50¢ for postage, insurance, and handling, provided complete pen is returned for service.



Pens all 14K Gold \$500 to \$1000

Pencils to Match \$350 to \$500

DENMARK "CROSSES FINGERS"



THEY ONCE OVERRAN ENGLAND and put King Canute on the throne, but Danes now maintain a tiny army, keep "fingers crossed" to avoid troubles like Norway and Sweden. Some of their soldiers (above) have gone to Finland



CANADA'S INTEREST LIES in the fact that Denmark controls Iceland which, in the hands of an unfriendly power, might become a threat. These obsolete guns of Charlottenlund offer little protection for Denmark's few millions



NEARLY A QUARTER of Denmark's population live in Copenhagen, where their beloved King Christian X mixes freely with his people

*Balance
Today*



Poise tomorrow

Poise and health can both be marred by poor footwear in early years. Give your children the protection of Hurlbut's natural tread, in a Hurlbut there's room for every small, growing bone, the whole foot. Do not be misled by the alignment of the genuine Hurlbut — insist on the genuine Hurlbut shown below and made by the Savage Shoe Company Limited, Preston, Ontario.



HURLBUT SHOES

The Hurlbut Way is Nature's Way



NABOB
That's Good Coffee!

KELLY, DOUGLAS & CO. LTD.
A 100% Canadian Company
HAROLD F. RITCHIE & CO. LTD. (Distribution)

THE CROMWELLS GO 2,474 FEET UNDERGROUND



MRS. CROMWELL, U.S. Ambassador James H. R. Cromwell, Miss Rosanna Todd of Montreal, Mrs. Cromwell's companion

U.S. MINISTER to Canada James H. R. Cromwell and his wife, wealthy Doris Duke, are shown at left attired in complete mine costume as they were about to descend 2,474 feet into the bowels of the earth at the Siscoe Gold Mine near Val d'Or, Que. They inspected various levels on the way down. Below: Mrs. Cromwell in the entrance wicket of the Aerial Ski Chair, Mont Tremblant



Reveal Hidden Radiance

IN DULL DRY HAIR

Many beauty experts agree that dry, curly hair requires an oil treatment. So do as they do and use Mar-o-Oil—the shampoo that combats an oil shampoo with an oil treatment. It does more than merely wash off the surface dirt—it loosens and flushes away all the embedded grease and grime revealing the natural beauty of your hair. Safe and easy to use too!—Contains no free alkali or harsh chemicals but gets amazing results. Get a bottle at any drug, department or 1c store—or ask your hairdresser for a

Mar-o-Oil SHAMPOO



BE SATISFIED or Money Back! We are confident that this is the better than any shampoo you have ever used—in case you are not entirely pleased when using last year's hair bottle, just send this coupon and we will refund your money in full! Write to: BEAUTY INDUSTRIES LTD., Hamilton, Ontario



DORIS DUKE CROMWELL is ski enthusiast

SCOTT-McHALE SHOES ARE BUILT BY Salaried Craftsmen



* SHOWN here is "The York", made of smooth Russian calf—a very popular Hand-Stitched, Semi-Brogue model for tailored spring clothes.

WRITE US FOR

YOUR LOCAL DEALER'S NAME

Few craftsmen can create the high degree of refinement required for a superlatively fine shoe. Scott-McHale shoes are distinguished, individual and surpassing in style, fit, finish and comfort.

SCOTT-McHALE
LONDON Limited ONTARIO

Win \$10.00 Cash* for writing a jingle like this:

Father Neptune
Sports a beard
But on your face
It's simply weird.

Colgate Shave!



Suggested by Mrs. Robt. Cavendish, Box 68, New Liskeard, Ont., who won \$10.00.

* RULES: Write a Colgate shaving jingle like the one above. Send it to Colgate's Canadian Division, Dept. 10-20 Toronto, enclosing with it a coupon from a tube of Colgate's Shave Cream. If your jingle is used in our advertising we will send you \$10.00.

Large Tube 20¢
Small Size 35¢

GIBRALTAR STILL GUARDS MEDITERRANEAN



THE ALLIES CONTROL the Mediterranean. At the eastern end is friendly Turkey; at the narrow western entrance the mighty Rock of Gibraltar, bristling with gun emplacements (above). Here ships of every nation must halt to be inspected by British contraband control officers. Further strengthening this impregnable link in the lifeline of the empire is the presence of Anzac troops near the Suez canal, gateway to India, the Far East and Australasia



ON THE PARADE ground in the shadow of the mighty rock, tars hold field gun practice



GOVERNOR OF GIBRALTAR is Lieutenant-General Sir Clive Liddell. With him is Lady Liddell

FRUIT TREES & ORNAMENTALS
at **AMAZINGLY LOW PRICES**

Guaranteed first quality stock from nursery direct to you. Choice, plant, price, choice, best for your home. Insure your garden with ornamental shrubs, flowers, trees and plants.

TOBE'S TREERY 2773

TAKE YEARS AND INCHES OFF YOUR WAISTLINE WITH



MADE BY BAUER & BLACK LIMITED



SINGER SUE
SAYS:

Those NEW BUTTER-RUM Life Savers are simply tops. It's their rich, mellow, butter and rum flavor that I love!



Go to Your Druggist for Relief!
ASTHMA

After eighteen years of choking, wheezing, gasping and fighting for breath, Mrs. Charles Schell, Haliburton, Ont., now breathes easily and so sleeps soundly. She found the relief she had so long sought in RAZ-MAH. Formerly only a hypodermic made life bearable. "But," she writes, "after the first two Now RAZ-MAH enables me to breathe easily." Let RAZ-MAH help you. Relief from \$1 worth—or money back. For Asthma, Bronchial Cough, Chronic Bronchitis, Hay Fever—use Templeton's **RAZ-MAH** Capsules

Ask your Druggist for a 50¢ or \$1.00 box

STYLE PENDULUM SWINGS



YOUR BRIDESMAID will look her loveliest in picture hat of pearly gray with deeply drooping brim, yellow flowers. Its tall, three-tiered crown preserves balance. She'll wear it afterwards to garden parties. Style pendulum swings to wide brims. See front cover for another spring hat style seen in Toronto



GLORIFIED VERSION of familiar skull cap is white cocktail hat worn by Lana Turner. Circled with straw blossoms, upright trimming gives height; hat pin is heavy with crystal drops. Made to order for setting off navy dress



He's so irritable these days his office force think him a tyrant.

But he really isn't at heart. It's just because he can't seem to get his rest that makes him that way.

If he realized that a faulty kidney condition might be causing his restlessness and loss of sleep, he would likely be using Dodd's Kidney Pills.

Too bad someone in the office or at home has not suggested Dodd's Kidney Pills to Mr. Lipsett before now.

What a lot of grief it might have saved everyone, especially Mr. Lipsett.



Learn this
"secret" of hair beauty
—AND SAVE TIME

DO YOU ever wonder how it is that many women, who are too busy to spend much time at the hairdresser's, can keep their hair so lustrous, lovely and well-groomed?

Very likely they discovered the "beauty secret" of Danderine long ago! With Danderine you can keep your hair looking more lively; dissolve those disgusting little flakes of dandruff, make your wave last

much longer—all without spending even one extra minute of time!

Every day, just sprinkle a few drops of Danderine on your comb or brush. Then arrange your hair as you always do. The active formula of Danderine does the work! Saves you time. Saves you trouble. Just try this simple method, to forget hair worries. All druggists have Danderine. Get it now.

DANDERINE

SAPPHIRES BACK IN STYLE



DON'T HIDE ITS LIGHT UNDER BUSHEL if you own star sapphire ring like this one, valued at \$1,425. Very rare, some run up to \$25,000, depending on fine blue color and well-defined star. Increasingly popular, most star sapphires come from Ceylon. In spite of war, high-priced jewelry is still in demand. Some want it as investment



Figure Flattery... plus Comfort

You don't have to choose between figure beauty and comfort . . . this smart Gossard all-in-one offers you the perfect combination of *both*. Rich brocade with knit elastic side sections is expertly designed to slim the waist, flatten the diaphragm and smoothly curve the hips. The lace bra gently lifts the bust to a youthful line. Lightning fastener provides a smooth closure.

The GOSSARD Line of Beauty

Sold in Department Stores and Leading Shops

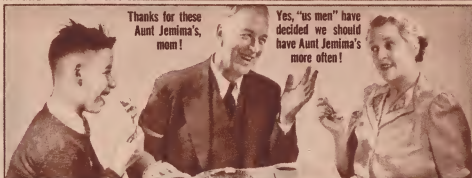
THE CANADIAN H. W. GOSSARD CO. LIMITED

Toronto 2, Canada

Chicago — New York — San Francisco — Dallas
Atlanta — Melbourne — Sydney — Buenos Aires

"Dad...let's ask mom for some Aunt Jemima's today!"

"It's too long since we've had those swell-tasting pancakes!"



And mother will be glad to serve nourishing Aunt Jemima's Pancakes and Buckwheats more often! It's easy as 1-2-3. For Aunt Jemima's legendary secret recipe—with that touch of her own cooking genius—is already mixed in every box of her magic Ready-Mix. Saves you time and money, too! Ask your grocer for both kinds of Aunt Jemima's famous Ready-Mix today . . . the red box for delicious Pancakes; the yellow box for wholesome Buckwheats.



STRAY MINES MENACE COAST



IF THIS MINE WERE "ALIVE", it wouldn't make such a comfortable seat. One drifting mine off English seacoast exploded and wrecked pier, destroyed scores of windows. In last war more than 43,000 mines were laid by Germans. Minesweeping is very dangerous but over 10,000 Britishers have volunteered



UNTIL BROUGHT IN, unexploded drifting mines on English coast are constant menace. It takes experts, who run great risks, to handle them. They lasso the mine for hauling, then remove the sensitive detonating gear

NOW Save

6¢ PER POUND

ON THIS FAMOUS COFFEE



NO CONTAINER TO PAY FOR... YOU SIMPLY MAKE A DEPOSIT OF 6¢ ON JAR AND CAP

Ask your grocer for the quick-resealing "super-vacuum" jar of this coffee. It keeps this matchless blend of "golden-roast" coffee PERMANENTLY FRESH. Enjoy real good coffee, perfectly blended from the world's finest varieties. Learn why coffee lovers definitely prefer London House. You risk nothing—every pound of London House Coffee is sold strictly on our

FULL MONEY-BACK GUARANTEE
Same low price anywhere from Ft. William to Halifax.
Your deposit refunded upon return of jar and cap

LONDON HOUSE

FRESH FROM THE PLANT TO YOUR CUP

COFFEE SUPER-VACUUM PACKED

47¢ PER POUND PLUS DEPOSIT FOR JAR AND CAP

Smart FROM THE GROUND UP

● Lend wings to your feet with Ritchie Shoes. Gentle arch support, snug heels, ample toe-room in a shoe that is outstanding for style, appearance and long wear, are the Ritchie features that give you that cushioned sensation of "walking on air". Ask your dealer for Ritchie Shoes... the price will suit your pocketbook.



Ritchie

CANADA'S **Smartest** SHOES FOR MEN

16.00 to 18.00

MITCHE FLEXIBLE SHOES 18.00
MITCHE PROP. & ARCH SHOES 18.00

SOLD BY LEADING MERCHANTS EVERYWHERE

CATALOGUE FREE

RENNIE'S SEEDS

Wm. RENNIE SEEDS Limited
TORONTO - CANADA

The Finest in the Land

PLANTERS

COCKTAIL PEANUTS



VACUUM PACKED ALWAYS FRESH

MAKE A GOOD BEVERAGE TASTE BETTER

NO CAKES AT QUINTUPLET TEA PARTY



THE QUINTUPLETS love to play "tea party" and to have their parents, Dr. Dafee or other adults as guests. They take turns pouring, with Annette doing the honors above, while Marie looks anxiously on. The famous five are on a diet now to keep them from getting overweight so there are no sweet cakes on the table for the party below. From left right, Cecile, Yvonne, Annette, Marie and Emilie. The girls will be six next May.



—Oppenrent Kine Features.



Nurses know

Baby's Sensitive Skin
Must Have the . . .



. . . Purest Soap

Nurses will tell you that baby's skin is delicately thin—highly sensitive and very easily irritated by soap containing anything but the purest and mildest of ingredients.

For generations they have recommended Baby's Own Soap—because it is *pure, gentle, soothing*—especially blended to protect baby's skin.

When you buy soap for your baby, look for the Baby's Own baby on the new pink and blue package.

"The Beauty soap of precious purity"

**BABY'S OWN
SOAP**



MODERN BABIES TAKE FRUIT AND VEGETABLE THROUGH NIPPLE

Now Very Young Babies Can Get
the Benefits of Vegetable Feedings.

The success of this early feeding is made possible by the new process known as homogenization, which reduces solid foods to a form so smooth and fine that they may be fed through a nipple—and are easily digested by babies' digestive juices.

Recent results of laboratory and clinical tests is the recommendation by many doctors that homogenized vegetables and fruits be regularly included in the diets of babies as a protection against nutritional anemia.

Authoritative evidence that early feeding of homogenized fruits and vegetables is being carried out is welcomed by thousands of up-to-date Canadian mothers. And LIBBY'S of Chatham, Ontario—exclusive producers of Homogenized Baby Foods—have made available on written request a valuable, 23-page, illustrated booklet, entitled "Your Baby's First Vegetables and Fruits."

Consult your doctor about feeding your baby LIBBY'S HOMOGENIZED VEGETABLES AND FRUITS. If your grocer cannot supply you, send his name to LIBBY'S, Chatham. B9-40

'CHUTES ARE LIFE-BELTS OF SKY



SAFE IF NOT PERFECT
landing! Jumpers are supposed to land with knees bent to take shock of the fall

DELAYED DROP PARACHUTE, safest and most efficient in world, was designed by Leslie Irvin and effectiveness proved in 1919. His 'chute is now standard equipment with every air force in world. More valuable than ever today, some 3,000 lives have been saved since its invention



FIRST JUMP is always big thrill (left). Parachutes are dried in hangar (right) and examined. Canadian war supply board has placed \$1,108,000 order in U.S.A., to be filled by firm's Fort Erie plant. One 'chute costs about \$400



Craven 'A' never vary. They are sealed fresh, sold fresh, and mild yet satisfying.

WILL NOT AFFECT YOUR THROAT



ALSO IN THE
NEW
HANDY BOX
50c

Ideal for pocket
or handbag

Craven Plain
without cork-tip—same
fine quality as
Craven 'A'

CARRERAS LTD. LONDON, ENGLAND
150 YEARS' REPUTATION FOR QUALITY

OMEGA

E-14
E-14, Stalorite
Steel - \$48.00

A-61
A-61, 14 Kt. yellow gold filled.
\$58.00

SURPRISE AT EASTER! The pleasure, never-to-be forgotten, of surprising the one you care for. If you searched the bazaars of Baghdad, the shops of Buenos Aires, you couldn't discover anything comparable to an Omega. Amogamly, Omega scintillates with the pride of being different... for Omega is styled by celebrated designers, fashioned by the skillful hands of famous Swiss craftsmen... and Omega's brilliant history is crowned with the honour of holding the World's Precision Record. Enjoy this Easter as never before... give an Omega!

Write to Hatch & Company, Quebec City, for the name of your nearest Omega jeweller and Omega's style booklet.
"A Thing of Beauty is a Joy Forever"

EXACT TIME FOR LIFE

TRENTON DRAWS ACE PILOTS



CREAM OF WORLD PILOTS are taking instructors' course with R.C.A.F. at Trenton. W. M. Solberg (above) served in U.S. navy (air arm) for 9½ years. George Phillips (below, left) has 6,200 hours to his credit. Robert Dixon (below, right) came from the war in China to enlist in the R.C.A.F.



Fighting a Cold?

Get after it FOUR WAYS with ANDREWS!

Many people think opening the bowels is the first step toward breaking a cold. That belief is not even *half* true! For when the bowels are sluggish during a cold, other eliminative organs are off-key, too. Needing help desperately.

So for fastest cold relief, get after *Faulty Elimination* in general—don't merely open the bowels. Ordinary laxatives can't give you the four-fold help that is needed. But ANDREWS Liver Salt can! This pleasant, effervescent salt contains special ingre-

ANDREWS Liver SALT

- 1 ANDREWS opens the bowels for normal movements.
- 2 Stimulates the liver, often sluggish during a cold.
- 3 Helps the kidneys by reducing the amount of work they have to do.
- 4 Neutralizes excess gastric acid to relieve discomfort in shorter time.

dients which make it act *four different ways* to help you throw off the stiffness, head misery and other ill effects of a cold faster.

.. "You take your laxatives—I'll take ANDREWS!" say enthusiastic Andrews users. Try it for the further-reaching, four-way effect. All drug stores. Four-oz. tin, 34¢; 8-oz. tin, 52¢; 10-oz. bottle, 69¢.

Feel run down?

Many a doctor recommends Scott's Emulsion be taken daily as a tonic to help the body recuperate. It's the better—more palatable—way to take cod liver oil. Even children love it. And, Scott's Emulsion is an economical way to obtain the important Vitamins A and D.

- 1—**Scott's Emulsion** has *all* the values of cod liver oil and is four times easier to digest.
- 2—**Easily Digested**—The exclusive method of emulsifying the oil permits digestion to start in the stomach whereas digestion of plain cod liver oil does not begin until the oil passes into the intestines.
- 3—**Easy to take**—Yes, Scott's Emulsion has a pleasant taste. Easy to take and retain by children and adults.
- 4—**Economical**—Scott's Emulsion is an economical way to obtain Vitamins A and D so necessary to strong bones and sound teeth. Try a bottle, today.

SCOTT'S EMULSION

You're the Boss!



LIKE TO MATCH MILES with a road map? Try going places in a big, steady, smooth-cruising Mercury 8! Your travelling companion is a mighty, 100-hp, V-8 engine.

Give the command for a quick get-away — and watch how eight cylinders whip the speedometer into action! Settle back in the broad soft Mercury

seat and cruise — this car's way on the road is quiet, tireless and unbelievably smooth. You'll ride with pride!

What's all this cost? When you find yourself hunting for a gas station — look at the gauge and relax! 20 to 25 miles per gallon is the way most Mercury owners figure gasoline mileage! Want to look into it further? See any Ford-Mercury-Zephyr dealer.



V-8 ENGINE ADDS TO COMFORT! The short, compact shape of the Mercury's V-type engine allows more usable length inside the body. All passengers ride in the comfortable Centrepoise Zone. Have you tested the results of V-8 design: smoothness because of 8 cylinders, economy because of small cylinders? It's a real experience!



BIG WHERE SIZE COUNTS! Mercury bigness is for a purpose. This car is long — in leg room, seat depth, extra luggage space. It's unusually wide — notice how Mercury streamlines flare out over the running boards to add inches of width to front and rear seats. And above all, the Mercury is big in the steady, stable way it rides and drives.



88,000 Canadian workers and dependents benefit because Mercury cars are made in this country. . . . When You Buy a Mercury More of Your Money Stays in Canada.

Mercury 8

B.C. HAS SUMMER AND SNOW ALL WINTER



BRITISH COLUMBIA'S coast-line provides Canada with winter summer resorts. Pacific ocean acts as vast heat reservoir, reducing winter temperatures. In Vancouver this year many have been swimming all winter. This quintet was photographed at English Bay in January



HERE'S SOMETHING! Mrs. W. J. Ruggles of Uplands, Victoria, stops picking flowers in January to bid good-by to daughter Elizabeth, all set to drive 165 miles up Vancouver Island to Forbidden Plateau for skiing. British Columbia climates on coasts and interior plateaus are very different

VEGETABLES ARE THE AMMUNITION FOR THE HOME FRONT
Every Family Should Have A Garden
 Write for The Royal Purple Garden Guide NOW

W.A. JENKINS MFG. CO. Limited
 London Ontario
 Sent FREE on request—No obligation

Win \$10.00 Cash*

for writing a jingle like this:

Bristles are a social sin

Get them off your cheeks and chin

Use Colgate's!



* RULES: Write Colgate shaving jingle like the one above. Send it to Colgate's, 100 Yorkville, Dept. 10, Toronto, enclosing with it a return from a tube of Colgate's Shave Cream. If your jingle is used in our advertising we will send you \$10.00.

WHAT EVERY MOTHER KNOWS ABOUT WORMS!



I don't try to fool myself — every litter's going to get worms sooner or later. And it's no joke — they carry off too many pups! Of course, I'm wormed with Sergeant's SURE-SHOT CAPSULES before the pups arrive. Then we worm the pups of six weeks with PUPPY CAPSULES — and keep on watching them for new signs.



That's the system the Master learned from the Sergeant's DOG BOOK. Says he wouldn't have a dog if he couldn't have a DOG BOOK too. Get your free copy of a dog or pet store (they have SURE-SHOT and PUPPY CAPSULES too) — or use this coupon.

Sergeant's

DOG MEDICINES

Sergeant's Dog Medicines, Ltd.
 Dept. 34-CA, 165 Dufferin St., Toronto, Ont.
 Please send a free Sergeant's DOG BOOK to:
 Name _____
 Address _____
 City _____ Prov. _____

THE UPWARD TREND IS BACK



SIMPLICITY IS THE KEYNOTE of coiffures for 1940. Styles will be more natural and more feminine with deep soft waves and big loose curls. Two evening coiffures are modelled above, showing their simplicity and elegance



UPSWEPT STYLES ARE BACK and hair is also being worn shorter—from three to five inches long, which makes coiffures more adaptable for afternoon and evening. A flower amid the curls is a chic touch for evening

31

WITH THIS RING...

The most important event of your life... grace it with the exquisite beauty of a Bluebird wedding ring... perfectly matched to the flawless Bluebird diamond engagement ring. Bluebird diamonds are registered, guaranteed perfect and insured free for one year against loss.

BLUEBIRD DIAMONDS

for happiness



Elizabeth Arden

SUGGESTS THESE EASTER GIFTS

- | | |
|---|--|
| <p>(A) THE HARLEQUIN VANITY... a novel, golden compact in a charming "masked" design, with powder after and fluffy puff.\$4.00</p> <p>(B) PORTRAIT PERFUMES... a gay little fringed boxes holding exquisite bottles of Elizabeth Arden perfumes, with a tiny hand-blown glass figure inside each bottle, Blue Grass, White Orchid, Carnation.\$5.50</p> | <p>(C) THE BEAUTY PRIMER... a delightful back-box containing nine Elizabeth Arden essentials, including Stop Red Lipstick. In navy blue leather grain fairchild.\$5.50</p> <p>(D) FLOWER MIST DUSTING POWDER... a precious gift for any lovely lady, in a sparkling bauble box. Orange Blossom, White Orchid or Carnation.\$1.50</p> |
|---|--|

At smartest shops in every town

Greet Spring with Youthful Elegance

Open your heart to the lilt of spring. Before you put on your Easter bonnet, step into the nearest good drug or department store where the Yardley Lavender is awaiting you in all its charm-giving forms. Discover, as you will, how greatly in tune with spring is the Lovable Fragrance... how completely the Yardley Lavender and Yardley Beauty Preparations will give pleasure to your heart and loveliness to your being.

Beauty Box

An Easter gift breathing the spirit of spring (and a gift you should make to yourself, as well) is this bewitching box of Yardley beauty secrets. Contains full sizes of Foundation Cream, Liquefying Cleansing Cream, Skin Food, Toning Lotion, Complexion Milk and English Complexion Powder in your own chosen shade — \$6.50.



Lavendomeal

Greet the winds of spring with a gay challenging smile, confident in the knowledge that Lavendomeal, the new Yardley Bath luxury, is so aily helping to keep your skin smooth and supple. Wooden Drum — \$1.10 to \$3.00

Lavender and Loveliness

All the world's in love with Yardley English Lavender, the one Lovable Fragrance long since listed as a "must" for every occasion by England's most charming women. 55¢ to \$12.00



"Bond Street" by Yardley

There's but a handful of really distinguished perfumes in all the world — and Yardley's "Bond Street" is a peer among them. Thrill to its gay, exciting, aristocratic mystery. — \$1.85 to \$10.00



For Your Make-Up

Yardley has created a rouge cream that you can work into a light film of Foundation Cream so softly and delicately that no one can detect you have ever used rouge at all! Yardley lipsticks and an exciting range of Yardley compacts.

Rouge Cream 55¢ — 85¢
Lipstick (in 6 shades) \$1.10
Compacts from \$1.25 to \$4.75

Yardley Lavender

BEAUTY

YARDLEY
OF
LONDON

PREPARATIONS